

# New Frontiers in Packaging Technology

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## Abstracts

Coronavirus is a game changer for packaging. The pandemic has rendered safety and hygiene key considerations for consumers who will be receptive to active packaging that helps avoid food waste and anti-pathogenic solutions to reduce contamination. More sustainable packaging and recovery systems such as recycling, renewable materials and returnable models are an inevitable transformation. So is e-commerce, which commands new shockproof designs and a compelling shopping and unboxing experience.

Euromonitor International's New Frontiers in Packaging Technology global briefing offers an insight into to the size and shape of the packaging market, highlights the effect of emerging geographies, categories and consumer trends on the packaging landscape. It identifies the leading pack types, offers strategic analysis of key factors influencing the packaging market - be they packaging innovations, consumption growth, category switching, economic/lifestyle influences, legislation or environmental issues. Forecasts illustrate how the market is set to change and criteria for success.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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